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U. S. Department of Agriculture.



KIRSCH'S



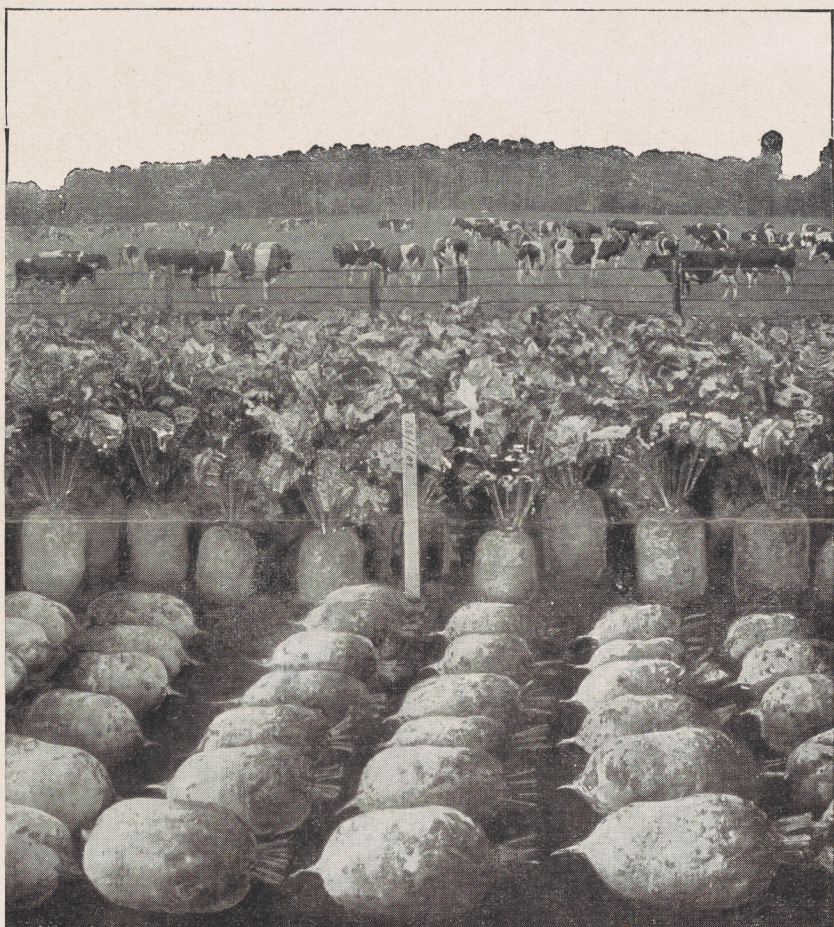
1823-1930

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IDEAL

MANGEL

TRADE MARK



Selection of the mother-plants during the harvest.

THE most successful dairymen, breeders of fine beef cattle, and expert feeders of choice animals of all kinds for show purposes have long recognized the value of root crops, especially the

Mangel Wurzel

in their work.

In promoting the flow of untainted milk, producing the finish of show stock, and promoting the health and vigor of the animals, no other succulent food can take its place.

Just as breeding has developed animals that are vastly superior to the common stock from which they originated, so breeding has produced special fodder beets that are much better than the ordinary mangel. Unexcelled among the high bred mangels is



Specially selected mother-plants of "Kirsche's Ideal" mangel for fodder are isolated under gauze-covers in order to prevent pollenization of undesirable plants.

Original Kirsche's Ideal Mangel Wurzel

produced by A. Kirsche-Pfiffelbach, Ltd., of Leipzig, as the result of nearly forty years of careful selection and breeding to produce a mangel that combines the advantages of

**Heavy Yield, Highest Sugar Content,
Highest Digestible Dry Matter, Easiest Harvesting,
Best Keeping Quality and Fitness For Silage.**

That seems quite an undertaking, yet it has been accomplished as shown by tests in Europe and North America extending over more than a quarter of a century.

Ontario grows the greatest amount of mangels in North America, 80 000 acres. In 1902, the Ontario Agricultural College tested thirty-two varieties of mangel wurzel and Kirsche's Ideal gave the highest yield, 54 880 pounds per acre.

In the **United States**, Kirsche's Ideal has been grown in Central New York for many years, giving heavy yields.

In 1924, tests were made by the Bureau of Plant Industry, U. S. Department of Agriculture in four States and by State Agricultural Stations in three States. The results of these tests will be published as soon as released.

From **Europe**, we have further facts including yields and composition.

In **1920-21-22**, the tests of the German Agricultural Society showed Kirsche's Ideal on the average to hold first place for

yield of dry matter and sugar per acre. Their results with four varieties in 1920 are:

Original	Dry Matter		Sugar	
	Per Cent	Pounds Per Acre	Per Cent	Pounds Per Acre
Kirsche's Ideal	12.30	8366	8.51	6317
Eckendorf	10.12	7034	6.80	5242
Friedrichw.	12.02	7493	8.49	5746
Lawaetz	10.47	7526	6.36	5611

These varieties are produced by seedsmen who aim to maintain high quality.

The ordinary mangels produced in the United States contain only about eight percent dry matter.

A ton of Kirsche's Ideal with the composition shown above would contain as much dry matter and sugar as a ton and a half of the mangels commonly grown in America. **This is a reduction in labor that counts on the American farm.**

In **Holland** the average of ten tests by the Holland Agricultural Society shows Kirsche's Ideal at the head of the five varieties tested with a yield of 12 939 pounds of dry matter per acre a gain of 1612 pounds over the average of the other four varieties.

In **France** and **Belgium**, the tests show Kirsche's Ideal leads in yield of roots per acre, dry matter per acre and *albuminoids* per acre. This shows that the breeding of this mangel has been along quite different lines from those used in breeding the sugar beet. Although both have been bred up from the common beet, the sugar beet contains much less albuminoids than the mangel, and the yield of roots per acre is very much less for sugar beets than for mangels.

The firm that has developed Kirsche's Ideal has, in addition to its own estate of five thousand acres, some two hundred other farms on which commercial seeds of various crops are grown under widely varying conditions of soil and climate.

In the selection of mother beets from 45 000 to 60 000 individual beets are examined annually in the laboratory. Thus, there is every assurance that the seed will continue to maintain its high standard.

Before shipping seed is tested for germination and it is sold in conformity with the rigid Government Seed Testing Regulations of the country where it is produced.

Kirsche's Ideal is cylindrical in shape, flattened at top and bottom, grows two-thirds to three-quarters above ground, the single top root makes easy and clean harvesting. It has a yellow skin and pure white, crisp, sweet interior tissue.

Seed in original sealed packages may be had from:

WM. E. ATTWOOD CO.
17116 DETROIT AVE.
LAKEWOOD, OHIO